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THE FAS LETTER

TO AGRICULTURAL ATTACHES AND OFFICERS

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May-June 1959



Seated at the United States end of the table at the Food for Peace Conference are (l-r) Eric Englund, general secretary; Secretary of Agriculture Ezra Taft Benson; FAS Adm Max Myers; Under Secretary of State C. Douglas Dillon; Robert M. Carr, Office of International Resources in the State Dept; and Asst Secretary Clarence L. Miller. The 5-nation meeting was held at the Department of Agriculture. Other FAS personnel assisting in staff capacity were Dep Adm Ray Ioanes; Asst Adm Pat O'Leary; Wilhelm Anderson, Dir Foreign Analysis; Ray Vickery, Dir Grain-Feed; Hugh Robinson, European Area officer; Tom Street, Program Development; Harry Henderson and Alan Clem, Information; and Lorraine Ostroot, Ola Covert, and Melvenia Peed.

FIVE-NATION COMMITTEE TO STUDY "FOOD FOR PEACE"

The Food for Peace conference held in Washington in early May resulted in the formation of a Wheat Utilization Committee to work out guide-lines for future mutual action.

The joint communique issued through the White House by the five major wheat exporting nations involved--Argentina, Australia, Canada, France, and the United States--reported differences of approach to the common problem and revealed no binding commitments, but pointed hopefully to future meetings.

Secretary Benson said the conference was "another big step towards realization of the objectives expressed

by President Eisenhower" in a message to the Congress earlier this year.

Proposals for action fell chiefly into these fields:

1. Further assistance to the needy with direct feeding programs such as school lunch programs, refugee feeding, and resettlement.
2. Further emphasis on projects which will permit foreign currencies to be used for economic development.
3. Further encouragement of setting up national food reserves in countries or areas of greatest need.

First meeting of a newly-formed standing committee on wheat utilization is tentatively scheduled for sometime in June.

FAS WORKING ON BUSY TRADE FAIR SCHEDULE

International trade fairs are looming in the future of many FAS workers. The Intl Trade Fairs Branch is especially involved in the planning and traveling so necessary in making these market development projects a success.

Robert O'Neill has charge of the mobile exhibit, which has been at Bologna and will be in Trieste June 21-July 5, Cremona Sept 12-21, and Foggia, Nov 23-30.

A. James Martin is manager of U.S. displays at the IV Intl Country Fair at Madrid, now going on. In September he will be FAS representative at the 24th Intl. Fair at Salonkia.

Glen Ruggles is FAS representative at the Poznan Intl Fair, June 7-21, and will have the same responsibility at Lima Oct 1-18 for the Pacific Intl Trade Fair.

Print Hudson will manage the U.S. exhibit at the Fourth Intl Congress on Food Distribution in Lausanne, June 13-28. Robert Miller will be asst manager, and Harry Henderson, formerly with CSS Information, will be public relations officer.

Martin Smith will head up the solo U.S. exhibit at Madras Sept 1-30, and Bill Schaal will manage the exhibit at Cologne Sept 26-Oct 4. Bill has moved to the Trade Fairs Branch from Foreign Market Information.

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U.S. MEAT COMPETITION FROM "DOWN UNDER" UP

Eight weeks' study in Australia and New Zealand have convinced Grover Sims, Livestock, that U.S. meat producers are in for continued real competition from meat imports from these countries.

Australia is having a beef boom, Grover says, and New Zealand can expand sheep production considerably.



ECUADOREAN CATTLEMEN

John Montel, (extreme right, first row), Quito, guided the tour of 28 cattle buyers from Ecuador, some accompanied by their wives, to the U.S. to see what's available by way of pure-bred breeding cattle. John introduced them to Asst Secretary Clarence Miller, shown above. Fred Lege, Dairy-Poultry, whose marketing trip to Ecuador aided the arrangements, is at the extreme right, top row. First preliminary reports show that at least 100 head of U.S. cattle have been purchased by the Ecuadoreans.

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RUBEL PLUGS NEED FOR COMPETITIVE PRICES

Fruit-Veg Director Don Rubel has this to say after a study of the fruit market situation in 11 European countries:

"Our fruit has real prestige in Europe but our competitors are getting better all the time, and we have no corner on the market. Our prices must be competitive."



THE FAS LETTER

To Agricultural Attaches and Officers

United States Department of Agriculture
Foreign Agricultural Service
Washington 25, D.C.

Send your contributions to
Alan Clem, Editor, FAS Letter

ATTACHE NEWS NOTES

After living out of suitcases for six months, the Burl Stugards have moved into their apartment in Mexico City. Not elegant, they say, but roomy enough for some visitors.

In Washington for consultations recently were Phil S. Eckert, Bonn, and Bob Anderson, London.

Ford Milam, Monrovia, recently made a tape recording of his duties and West Africa export potential, for use by the Great Plains Wheat Marketing Assn in Colorado, Nebraska, and Kansas. Purpose is to help spread the word of efforts agricultural attaches are making to increase markets for U.S. farm products.

Chester E. Davis, Havana, and his wife, after attending the market development conference in Bogota, celebrated their 25th wedding anniversary by touring Central America before returning to Cuba. They visited Bill Rodman at San Jose, Douglas Crawford at Guatemala City, and Burl Stugard at Mexico City.

Attending the annual congress of the International Assn of Seed Crushers at Cannes June 2-5 are Paul Minneman, Paris; Howard Doggett, Brussels; Clayton Whipple, Rome; John Burgess, Madrid; Howard Akers, Ankara; and Armin Rehling, asst at Bonn.

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FROZEN POULTRY DEMAND INCREASES IN GHANA

Ford Milam, Monrovia, reports that U.S. frozen poultry imports into Ghana are "inching up." He quotes a local produce manager in Accra:

"I have introduced the frozen chicken in packets. The item is moving. I can not keep enough on stock. I have placed another order for U.S. frozen poultry. It sells so well because it is less expensive than competing poultry, is attractively packaged, and ready to cook."



HEDGES BRINGS PROMOTION BUFFET IDEA TO BASEL

Profiting from observations at Phil Eckert's market promotion buffet at Stuttgart, West Germany, Attache Irwin Hedges invited 150 government, press, and food trade leaders to a buffet featuring U.S. foods at Basel.

To dramatize the extent of Swiss-American trade in food products, the menu consisted largely of food brought directly from regular stocks of Swiss importers.

Hedges told the group: "The purpose of our buffet tonight is not to introduce new foods. Most of these products are already known to you and available to the Swiss housewife. Rather we want to express our appreciation to the Swiss people for their continued interest in U.S. food products."

Co-hosts at the buffet with Hedges were Elias McQuaid, U.S. consul at Basel, Alfred LaRocque, European representative of the Florida Citrus Commission, and Sid Sidler, European representative of the Institute of American Poultry Industries. In the picture, Sid is shown explaining the food exhibit to guests.

Hedges reports that since the buffet his office has received several inquiries from Swiss importers wanting to be put in touch with U.S. suppliers.



GERMAN LEADERS VISIT BENSON

Shown with Secretary Benson in his office are Dr. Theodor H. Sonne-
man, German Deputy
Minister of Agriculture
(center), and Edmund
Rehwinkel, senior pre-
sident of the German
Farmers Assn. The
German farm leaders
visited many department
officials during their
3-day Washington visit.



ATTACHE ON THE AIR

John McDonald, Nashville broadcaster on a visit to Australia, interviews At-
tache Jim Boulware and John Douglass
of the Australian Broadcasting Co. at
the ABC studio at the Sydney Show-
grounds. Jim recently traveled to Broad
Beach, Queensland, to serve on the U.S.

FAS PARTICIPATES IN ROME FAO MEETINGS

Several FAS staff members parti-
cipated in a series of FAO meetings
in Rome in late May and June.

Robert Tetro, asst adm for Atta-
ches, served as delegate to the Commit-
tee on Commodity Problems (CCP),
June 1-13. He also served as U.S. dele-
gate to the CCP Grains Group, May
21-29. Clayton Whipple, Rome, served
as adviser for both meetings. William
Starkey, Grain-Feed, and Patrick E.
O'Donnell, Dairy-Poultry, served as ad-
visers for the Grains Group and the
CCP sessions respectively.

Ralph Phillips served as U.S. dele-
gate to the FAO/UNICEF Joint Policy
Committee, June 8-12.

The FAO Council is meeting June
15-27. Asst Secretary Clarence Miller
is serving as the U.S. delegate, Tetro
and Phillips as alternates, and Whipple
as adviser.

delegation at the 1959 meeting of the
Economic Commission for Asia and the
Far East.

STOCKHOLM

In front of the new U.S. Embassy in Sweden are Dr. Georg Frostenson, economist, Attache Harald C. Larsen, Eleanor Kaniecki, sec, and Margaret Soderstom, clerk.



ATTACHE STAFFS

BOGOTA

The attache staff in Colombia poses for its picture at the office. Seated (l-r) are James Lankford, asst attache; Henry Hopp, attache; and Carolyn Graves, secy. Standing (l-r) are Uldarico Diaz, economist; Daisy Jaeckel Bustillo and Elsa Mendez, bilingual secretaries; and Rafael Mendoza, messenger.





FAR EAST ANALYSIS BRANCH

Standing (l-r): Gerald Sheldon, economist; James Ross, economist; Quentin West, Chief; Riley Kirby, economist; Hugh Spurlock, economist; and William Hall, economist. Seated (l-r): Margaret Bever, economist; Audrey Day, stat. clerk; and Diane Murray, clerk-typist. Not present when the picture was taken was Mary E. Long, economist.

WASHINGTON STAFF

FAS ON THE ROAD

Grain marketing specialist John McCracken is going to Europe with two representatives of the Grain Sorghum Producers Assn to plan the set-up for a regional GSPA office in Italy. The office will cover activities in the United Kingdom, West Germany, Italy, Greece, Turkey, and Israel.

Louis H. Burgwald will participate in the milk recombining exhibit at the Madrid fair, and consult with representatives of the dairy industry in Spain.

Horace Porter, Cotton, is making a competition study of cotton in Latin America. It will be the first such study in Argentina, Uruguay, Paraguay, and Brazil in more than a decade.

Cotton technologist "Tilly" Bailey is in Europe to consult textile research groups and to contact foreign importers, mill owners, managers, fiber technicians, govt officials, and others relative

to effective use of U.S. cotton.

Richard Roberts, Dep Asst Adm, Market Development, returned in early May from a visit to U.S. attache posts in Europe. He paid particular attention to market possibilities, levels of stocks of importing countries, and uses of currency proceeds accruing from P.L. 480 sales.

Fred Lege, Dairy-Poultry, took part in the First Annual Livestock Exposition of Venezuela in April.

Paul Quintus, dep asst adm, Market Development, is heading a delegation of state extension and department agricultural economists to Western Europe with the objective of developing a program to attain a better understanding among U.S. farmers and professional agricultural workers of requirements of our foreign customers, the problems of modern export marketing and the background of a successful foreign trade policy.

Over the Baisakhi week-end (combination Hindu harvest festival and New Years), Gill Piquette visited the bountiful wheat harvest in the Punjab. Gill is adm asst to Attache Clarence Eskildsen, New Delhi.

The trip covered 400 miles of country where men, women, and children toiled under a blazing sun, using age-old methods of cutting and stacking wheat, and using bullocks to thresh it.

At the 500-acre farm of Yadvindra Singh, Maharaja of Patiala, Gill found a motor-driven, Indian-made threshing machine which did a clean job of separating the grain from the straw. The grain is poured into a gunny sack and the straw, chopped into half-inch pieces, is blown from the rear of the machine into a covered shed. The Indians call this chopped-up straw "toori." Mixed with oilcakes and cottonseed, it is sold as fodder.

After tramping through the hot Punjab wheat fields, Gill says the USDA South Building in August would be pretty mild.

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FEED SYMPOSIUM HELPS EUROPEAN UNDERSTANDING

The international animal feed symposium that opened in early May did a good job of telling 28 visiting European feed specialists how the latest U.S. feeding techniques can increase growth of livestock and livestock products, according to John Kross, former attache and now assistant to FAS Adm Max Myers.

After three days in Washington, the delegates to the symposium visited Purdue University, the Pfizer research farm at Terre Haute, the Chicago stockyards and Board of Trade, and the ARS laboratory at Peoria.

The symposium stressed the quality and availability of U.S. feedstuffs.



Behind Gill Piquette is her driver, Wilson Daulat. The larger turbaned companion is farm manager Sardar Har Chand Singh, and the smaller one is his young son. The lady in the white sari is Gill's hostess, Mrs. Jai Chopra, headmistress of Patiala Modern School.

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WIN EUROPEAN TOUR

Congratulations to Charlotte Cook, daughter of A. Clinton Cook, chief of commodity branch of Fruit and Vegetable Div, and to Raymond E. Vickery, Jr., son of the director of the Grain and Feed Div, for being selected in national competition as two of the 64 U.S. students who will leave New York July 9 on a seven-week Tour for International Understanding.

The Tour is sponsored by the Nat'l Ass'n of Student Councils. Its objective is to provide young leaders with the kind of background that helps to improve relations between Western Europe and their home communities.



57 FAS PERSONNEL WIN INCENTIVE AWARDS

Fifty-seven FAS employees were singled out for commendation at the FAS Incentive Awards ceremony May 12 in Jefferson Auditorium. In addition, length of service awards were given to those who served in USDA for 10, 20, and 30 years.

FAS Adm Max Myers made the presentations. Asst Secretary Clarence Miller greeted the FAS employees assembled to honor their fellows.

Pictured above are those who won certificates of merit for outstanding performance or for sustained superior performance.

Back row (l-r): Aurelia Gross, Carlos Ortega, Annette Parisi, Charles Barber, Kathryn Talbutt, Robert Tetro, Samuel Crockett, Thomas Street, Donald Rubel, William Callan, Wilbur Youngman, Franklin Everts, Wilhelm Anderson, Gerald Tichenor, Donald Novotny, Kenneth Olson.

Middle row: Helen Smith, Eugenia Kraft, Helen Warner, Elizabeth Hall, Irene Gonzales, Bertha Magid, Doris Laut, Virginia Lampe, Geniana Edwards, Eleanor Deblois, Reba Brown, Lorraine Connaughton, Margaret Bever, Mabel McKendrie, Ruth Oviatt, Helen O'Brien, Vivian Broadbelt, Kenneth Krogh, Agnes Sanderson.

Award recipients not pictured include: Ray Ioanes, Yolanda Cortinovis, Kathryn Drayton, Isabel Smith, May Arkus, Eleanor Birely, Mary Deugo, Frank Ehman, Elza Keesling, Harold Koeller, James Martin, Irene Rolner, Gordon Schlubatis, and Patty Shannon.

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The Nebraska Wheat Producers Assn delegation is shown formally presenting a print of their motion picture, "The Last Wheat Crop," to FAS Dep Adm Ray Ioanes, representing USDA, for use in market development work. (l-r) Ioanes; Nebraska State Senator Hans Jensen; Thone Johnson and Carson Smith, members of the Nebraska Wheat Commission.